

Store Hours:  
Daily, 9 to 5:30.

# J-B-MOSBY-&-CO-

Saturdays,  
From 9 to 6.

## The One Big Thing That Everybody Is Talking About

### Large Shipments of New Goods Have Freshened Up the Store Wonderfully for Tomorrow Morning

The inflow and outflow of merchandise last week was the largest in the history of our business.

You will see women's new suits, new dresses, new coats, new accessories of fashion, everywhere.

There are new gloves, new handkerchiefs, new silk stockings, new waists—new merchandise all over the store.

### We Are Not Letting Our Stocks Run Down

Since our sale began last week we have taken into our store quantities of new merchandise, which we have placed on sale marked just as they would be marked were no sale going on—and offered subject to 20 per cent discount.

### Our Thanks to the People

For their very great patience and good nature in the immense crowds of Saturday, when it was physically impossible to serve them quickly.

And to Our Own Good Salespeople

And all workers who are co-operating so splendidly with the public in this movement for lower prices.

Is that J. B. Mosby & Co. are offering their vast stocks of new seasonable merchandise for a limited time at

## 20% OFF

in an effort to bring down prices and break the backbone of the high cost of living.

### There Is No Let-Up Here We're Going Ahead With It!

Everything in the Mosby stock at 20 per cent less except a few articles on which prices are fixed by the manufacturers.

EVERYTHING you need for yourself, for your family, for the household, and for gifts for others. Everything in the great Mosby Store—everything, with the few exceptions noted, offered at a reduction of 20 per cent, or one-fifth, from the price at the time of purchase.

We have not changed the markings on the goods. When you make your purchase the price of the article will be noted on the sales slip and below will be marked the 20 per cent deduction. It is genuine money-saving right on the spot.

### THE GOLDEN HOURS

To get the best results in this great selling are 9 to 12 A. M. All of our good customers are patient and helpful, for they appreciate what a great thing this movement is. Those who can possibly do so should come in the morning hours, and leave the busier afternoon hours for those who cannot leave their homes in the morning.

### A PROPHECY FULFILLED—

“When This 20% Strikes in, Mosby's Will Be the Busiest Place in the South”

That man who, on the first morning of this sale, made this prediction, was by no means a prophet, but was gifted with a vision that was to be fulfilled.

Day by day interest has grown by leaps and bounds—and now it's beyond anything that could be translated into terms that would express the enthusiasm and welcome with which this great plan is received.

### May We Ask Patrons to Co-Operate

1. By paying cash when convenient.
2. Carry parcels if practicable.
3. Do not ask for C. O. D. or approval.
4. Do not expect privilege of returning goods.
5. Shop early in the day, and early in the week.

This offer is limited, and may be withdrawn at any time.

## And Now For Our Second Week's Great Offerings

Prices are not changed—you merely take 20 per cent, or one-fifth, off each price at time of purchase.

All silk, satins and velvets.  
All dress goods and linings.  
All household linens (with few exceptions).  
All laces and chiffons.  
All dress trimmings and notions.  
All white goods and embroideries.  
All women's clothing, including dresses, suits, skirts, waists, furs, etc.  
All White Sale garments at 20 per cent off their already low special sale prices.  
All hosiery and underwear.

All upholsteries and lace curtains.  
All domestic rugs.  
All jewelry.  
All lamps.  
All stationery, social.  
All handkerchiefs.  
All tapestries.  
All leather goods.  
All toilet articles.  
All umbrellas.  
All millinery.

All ribbons.  
All gloves for women, men and children.  
All young women's and girls' clothing.  
All children's and infants' clothing.  
All shoes for women and children.  
All gloves for women and children.  
All corsets, kimonos, negligees, petticoats, etc.  
All French lingerie and blouses.  
All aprons and maids' apparel.  
All women's neckwear and veils.  
All sweaters for women and children.